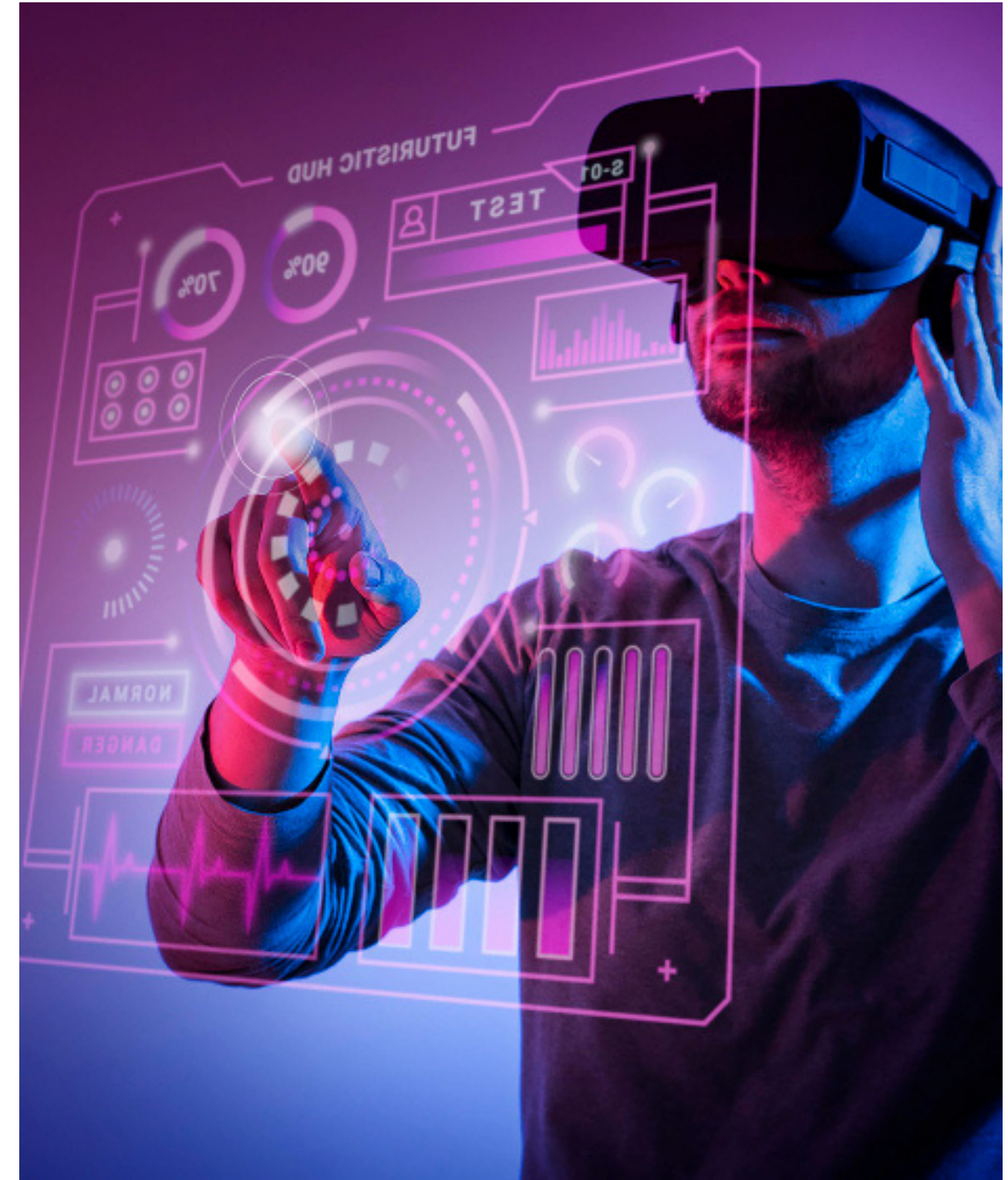


# How Apple's VR Headset Is Going To Change The Game For Marketers



Apple has introduced Apple Vision Pro, which easily integrates digital content with physical spaces, ushering in a new era of spatial planning. It requires hands, eyes, and voice to navigate it.

Apple Vision Pro provides an immersive experience while watching a movie, and helps to communicate and connect with others on Facetime, where we can see other people in life-size thumbnails. It has several features like Digital Crown, EyeSight, real time3D mapping, etc.





# Changing The Marketing Landscape

## 1. Immersive Brand Experience Via Experiential Marketing

It helps to create a feeling of watching a brand's story with 23 million pixels. The three element lens creates a display wherever you look and a spatial audio system. People tend to remember better when they feel and experience than just see and read.

Apple Vision Pro is priced at \$ 3499 to a very premium audience and supports only 2 hours of usage without being plugged in.



## 2. Product Visualization

While virtual reality shopping has been around for a while, Apple's flagship is taking it to the next level by offering a chance to scale the apps to the perfect size which provides a more realistic and interactive experience. For eg one can test drive a car or view product videos by actually experiencing it.





### 3. Storytelling

Stories help brands to stand out and transcend time and culture. Apple Vision Pro makes it possible to live the story with a panoramic display and sound. This will enable marketers to create compelling stories and experiences that inspire strong emotions.

Apple Vision Pro is a new milestone. With never seen before features like EyeSight and advanced display and sound, it will be a go-to tool for marketers when it will be accessible.





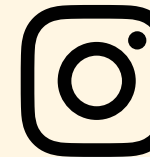
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*Thank you!*